

**STUDENT AID AWARENESS WORK TEAM
MEETING MINUTES
JUNE 29, 2001
9:00 – 11:00 AM**

ATTENDEES
Dena Bates
Linda Hall
Hazel Mingo
Kristine Eelkema
Heather Pacini

NEXT STEPS

WHAT	WHO	BY WHEN
Suggest Improvements to the Status Reporting Tool	Linda	7/2/01
Create Lessons Learned Budget Checklist	Linda	7/02/01
Create Conference Checklist (to include budget and materials needed)	Linda	7/02/01
Provide “Bottom-up” Support for Budget Support to Linda	Dena /Hazel	7/11/01
Provide schedules for team calendar	Team	7/3/01

AGREEMENTS REACHED

• Start Up

- Reviewed the desired outcomes and agenda
- Reviewed the previous week’s “next steps” and asked if anyone needed anything from the group to complete their assignments.
- Linda will report out at the 7/11/01 meeting the following:

Suggest Improvements to the Status Reporting Tool	7/2/01
Create Lessons Learned Budget Checklist	7/02/01
Create Conference Checklist (to include budget and materials needed)	7/02/01

• Accenture’s Role

- Discussed time concerns for completing the meeting minutes.
- The team agreed that Accenture will continue to act as a lead facilitator and other team members will facilitate as appropriate
- Hazel/Heather will continue to prepare and distribute the agenda
- Accenture will be responsible for preparing and distributing the meeting minutes.
- Also, the team discussed the value that Accenture can bring to the team. The team will continue to provide content while Accenture provides the process and best in business practices related to program management and marketing.

- Individual one on one meetings will continue as appropriate. They will be beneficial when additional tools and techniques are introduced. In addition, these meetings are valuable for Accenture to become more familiar with SAA.
- The team wants to develop practical business practices and not just theories. In addition to:
 - **Develop Marketing Program**
 - **Research/Statistics** – Who, what, where, when and how to track – What research should be used
 - **Mining Prospects** – Not theory related – how to mine a prospect
- Established additional ground rules about attendance at meeting schedules. The team agreed that if a person is unable to attend a meeting, they can:
 - Present their ideas to another team member present to the group
 - Reschedule the meeting if they are key to the decision making process
 - Be willing to support the decisions made by the group if not present
- Reviewed the time frame that Accenture will be working with SAA which ends September 30, 2001. Throughout this time period, the team will be meeting to discuss program management and marketing tools and techniques to prepare Aid Awareness for a possible campaign management tool.

Program Management Approach

- Program/Project Mgmt: Discussed the difference between program and project management and agreed to use the term “program management” for the rest of the process.
 - Project Management = Separate, individual projects with specific start/end dates and different visions.
 - Example: Public Info. & Publications has several projects including: The Student Guide, FYE, High School Counselor’s Handbook, etc.
 - Program Management = Group of aligned projects sharing the same vision towards achieving SAA’s mission. It’s a series of projects with long-range goals.
 - Example: Program Outreach, Public Info. & Publications, and Student Population Research are all programs of Aid Awareness
- What is Program Mgmt? Discussed what program management means to the team and what it allows an organization to do.
 - Allows Managers/staff to set expectations of time
 - Allows Managers to set schedule for activities/projects
 - Manage process of SAA
 - Serves as a road map
 - Used for purpose of accountability
 - Tools include: status reporting, budget, etc
 - Coordinating resources across SAA – people + money for products
 - Communication
 - Allows managers to balance overall resource needs/availability

- Measure and monitor progress to ensure that the project is delivered on time and within budget, and that it meets or exceeds expectations
- Incorporates vision, goals, and business objectives
- Use repeatable processes to plan, coordinate, manage projects
- Process for Program Mgmt?
 - Discussed some of the best in business processes that we will utilize until the end of September using the circle arrow circle approach. Please see the attachment.
- Next Steps
 - Discuss work plan to set the direction for the upcoming months and communication planning
- Team Calendar
 - To ensure we know the availability of everyone's schedules until the end of September, it is proposed that we create a team calendar to include unavailable days due to meetings, training, and vacations. This will allow us to anticipate what days we might have to reschedule meetings. Accenture will bring the calendar each week to make any necessary changes. Please stay tuned for an email requesting your unavailability through the end of September.

Staffing SAA

- At this point, SAA should continue to work with the resources they have rather than looking at other internal/external resources.

GPAS Implementation

- The team needs to submit their GPAS criteria by July 6, 2001.
- Heather will provide some best in business practices related to marketing descriptions.
- Additional needs will be handled off-line.

PTA Conference Feedback

- The team will meet off-line to discuss feedback related to the PTA Conference.

Close

- Our next meeting will be Tuesday, July 3 to discuss the budget with Michele Brown, communication planning, etc.

UPCOMING MEETINGS OF THIS TEAM

- July 3, Tuesday – 9:00-10:00 AM
- **July 4, Wednesday - HOLIDAY**
- July 11, Wednesday – 9:00-10:00 AM

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• Difference between program/project mgmt discussion	• Linda arrived late
• Hazel/Heather agenda efforts	• Where is conference room 3911?
• Linda and Dena expressed that Hazel's opinions are valued but they are able to break confidentiality	• Hazel expressed concern about being worthy of trust in reference to the communication amongst the group
• Thanks to Kristine for bringing in doughnuts	• Suggested that we don't meet on Fridays
• Progress on Program Management	•